

All business places  
in Mirror closed.  
Post Office opened  
from 9 to 10 a. m.

Made to your  
measure, and  
guaranteed to  
fit  
**\$20 to \$40**  
PER SUIT

of Fine Woollens in the NEWEST  
WEAVES for SPRING WEAR  
from

WE ARE SOLE AGENTS IN THIS VICINITY

STETSON'S  
BURSOLINO  
KING'S  
And other Fe

**From \$1.00 to \$5.00**

**Panamas, Boaters and  
Outing Straws  
\$1.15 to \$7.50**

SILK, SERGE, TWEED  
ETC.  
25c to \$2.60

**We Close at  
7 p. m.**

Every Thursday Commencing  
JUNE 5th  
We will close at 12 o'clock.

Get your Men's  
Furnishings at

BEAMISH & CO., MIRROR



## WINNER A LEONARDO

## UNDER A LEOPARD

And Just Within the Reach of the  
Jaws of Death.

**COOL NERVE OF A BRAVE BOY**

Courage, Presence of Mind and a Lucky Knife Thrust Put Him Out of Peril. Curious Experience With a Vicious Men Eater in South Africa.

"Nulala" Taylor was one of the early settlers in the South African country that is now Matabeleland. He was the Chartered company's right hand

...in the days, and the natives held him in wholesome respect. More than once he checked threatening disorder almost single handed, and whenever there was an uprising it was Bulala who took command of the white forces. But this is a story of Bulala Junior, his son, a stocky little chip of the old block. It happened during one of the father's absences in the field. The youngster, left in charge of the family commissariat, spent two or

Three ereclings each week in hunting  
and with invariable success, for he  
was a "crack" shot, for all his youth.  
One morning he was late—hours late.  
His mother became anxious and sent  
some Kaffirs out to take up his spoor.  
A little way out they met his horse  
slumping home, shivering and bleeding  
from many wounds.  
The little bass must be killed!  
The Kaffirs were off along the track

They wanted to save the boy's remains before the lion could eat them. They found the remains—of a leopard—and Bulata junior was calmly skinning them. A few feet away was the horn carcass of a freshly killed buck. In saw the Kafirra squatted round and with only the interjection of an occasional "Aough!" of admiration listened to the man-child's story.

"I thought the bok would be enough payment for all of us, and was slowly riding home. The ground was stony and the bush thick. The sun made us drowsy, and I wasn't careful to look about me. The horse had to pick his way. Just as he turned that big bush

"I don't know which was most surprised, the horse or the leopard or I. The leopard had no time to turn back. He just had to spring. Before my eyes he could open and close twice the leopard's jaws on my horse's shoulder, trying to get a grip with his claws into the bone in front of me.

"The horse squealed and jumped. My gun flew out of my hands, and

"From the corners of my eyes I saw my rifle, but it was too far off to reach. I just had to lie and play dead. If I moved a muscle and the leopard saw his blood-red eyes, he was big and fast."

"At last his hunger wore off, I can assure you," he said. "He got to his feet, and came over and smelled my face. Spots of thick blood dripped on to my cheeks. Oh, Inge! Inge! Did you ever lie and let a snake's tongue lick your face? He licked me all over, and smelled me out."

"For minutes which seemed like hours the leopard tore and chewed and as he became less hungry he became more particular. Two or three times he changed his position and each time I wanted to shout in fear. If I could only get at my hunting knife which I could feel in my belt; but I dared not move.

"At last the beast began to drag the book off me in order to get at its other side. As the book slipped off I moved with it as part of it. And I grasped my knife. Even then I dared not get up. I just waited and waited. At last a chance came to make my own stab. I was desperate, and I took it. The leopard stood up to stretch himself and looked away from me. I jumped to my feet and made

"He leaped on me and his forepaw grazed me and threw me on my face. When I scrambled up again and reached my rifle he had collapsed and was snapping and spitting like a cat. My wild cat had hamstringed his rear hind leg.

"I shot him. See how the hair is singed round the bullet hole, insinuated? — Youth's Companion.

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Explained at Last.

"At your age," said young Robert to his father, "I was compelled to wait and

"Mother," the child remarked, "you have often wondered where dad got his table manners. Now we know," Chicago Record-Herald.

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Orudgers is as necessary to call on the treasures of the mind as are harrowing and planting to obtain those from the earth.



## Bon-Ton Livery and Feed Stables

Prompt Service. Rigs and Drivers supplied to any Part of the Country. Draying Done on Short Notice.

F. Tulloch, Mirror.

## 7 ROOM 2 STORY HOUSE AT A SNAP

Plastered, stone foundation, good cellar, barn, chicken house—well. Will sacrifice for CASH.

Fred. Dowswell, Carroll Avenue, Mirror



There is just one question to ask after you've heard an

## Edison Phonograph

"How soon can I get one?"

The wonderful new hornless instruments have talked and sung and played themselves into amazing popularity. The silent, smooth-running motor, the diamond reproducing point that does away with bothersome changing of needles, the beauty of design and the sweet-toned, unbreakable Blue Amberol Records require no argument.

Listen and see for yourself. Any up-to-date phonograph dealer will be glad to give you a free concert on the Edison today. Listen upon hearing the Edison. You can get one without delay.

Edison Phonographs and Records are sold by

SUGGETT BROS.

## Our Lumber Values

Are better than can be found elsewhere, we have large well assorted stocks continually on hand

### OUR QUOTATIONS

are lower than can be received elsewhere. BRING YOUR Lumber bills here and we will show you it is still to YOUR advantage to buy from us.

### JUST ONE PLACE

TO GET BEST PRICES. TERMS AND SATISFACTION GUARANTEED.

The Imperial Lumber Co. Ltd.  
K. B. IVESON, Manager, MIRROR

### The Mirror Journal

Published every Friday at Mirror Alberta.

#### Subscription Rates

To all points in Canada, \$1.00 to the U. S., \$1.50 per Year.

#### Advertising Rates

Legal and Municipal Advertising: 12 cents per line for first insertion; 8 cents per line for subsequent insertions. Lost, Strayed or Found Notices: 50 cents for one insertion. Three insertions for \$1.00. Professional Advertisements, \$1.00 per month.

Reading Notices in Local columns, 10 cents per line for first insertion; 5 cents per line for subsequent insertions.

Display Advertising Rates given on application.

A Contract Advertising Account is a bill at the end of each month. We do not necessarily incur or accept responsibility for all views expressed by correspondents or contributors. Letters may be signed by a noun de plume, provided they are accompanied by a bona fide signature.

Good & Bellamy, Publishers.

MIRROR, ALTA., MAY 22, 1914

### THE NECESSITY OF ADVERTISING

The present is an age of publicity and advertisement. The successful business firms, whether they be manufacturing concerns, wholesale distributors, houses or retail stores, are invariably those that pay the greatest attention to this most important branch of modern commerce. To arrest and hold the attention of the public is the first principal of commercial progress, and while successful merchandising may not be attained by advertisement alone without business integrity to back it up, it is certain that it will not be one at all without judicious publicity.

In this commercial age of modern business methods it is invariably the man that advertises who gets the cream of the business. The wholesale or manufacturing house that keeps its name before the retail merchants by means of the trade journals that go to the stores throughout the territory covered is the one that will secure the best of the business at a minimum of trouble; the retail store which by means of attractive advertisement in the local press of the town in which it is situated, is constantly before the eyes of the people is the one to which the best custom of the neighborhood will be attracted. Not to make use of the facilities of the public press is to be out of the swim, and is tantamount to offering a gratuitous advantage to business rivals.

The first essential to successful advertisement, and one which is entirely independent of the nature of the business to be advertised, is repetition. Single insertions at long intervals are very little used. Your public must be constantly reminded that you are there, and that you have got something to sell. Their attention must be drawn continually to your name, and riveted there by some offer that will appeal to those instincts for a bargain which are common to the bulk of humanity. Your aim must be to awake in your prospective customers a desire to buy things of which they may not be in immediate need, to get them to your store even at the sacrifice of cut prices, and, having done so, to make a point of seeing that the service accorded to them is of such a nature as to ensure their return.

Advertisement is the strong card in the hands of the mail

order houses, and if the retail merchant desires to compete successfully against their rivalry he must fight with their weapons. Even if in point of price he can meet these big organizations on level terms, without advertisement his chance of a satisfactory issue is yet smaller. Only by publicity can he hope to retain his place among his customers, and hold his own against outside competition.—Commercial.

### ADVANTAGES OF COW TESTING

Here and there one finds a dairyman who hesitates about taking up cow testing because of the initial expense of about three dollars for the necessary outfit of scales and bottles.

This would seem to be an extreme case of "Penny wise and pound foolish." So many examples are constantly cropping up of distinct saving through the small expenditure that they should be noted for the encouragement of those who still hesitate.

Cows have been bought at auction time after time, discarded by owners who were evidently absolutely ignorant of their high value as good producers. After one or two months' test the new owners have often refused \$50 and \$100 on their bargains. That is a pretty quick return on the cow testing outfit expenditure.

In fact amongst such discards at an auction were picked up one or two world's champions worth thousands of dollars. This vital fact should not be overlooked. Hundreds of poor cows are being kept today at huge expense of whose low value the owners are also probably ignorant. Yet a three dollar outfit would help discover them, soon turning the present loss into distinct savings.

Then, thanks to that small expense, many dairymen are now making an additional income of \$300 from twenty cows, because the poorest have been discarded. It will abundantly pay every dairyman to keep dairy records.

The first through freight train over the Grand Trunk Pacific line to Prince Rupert has now arrived at its destination at the Pacific terminus. Five of the cars carried heavy machinery for equipping the big floating dry dock that the Grand Trunk Pacific is building at Prince Rupert to take care of the ocean and coast shipping which is increasing in volume every week. This machinery was shipped from Sherbrooke, Quebec and will be installed on the dry dock in the near future. This dock will have a lifting capacity of 20,000 tons and is so designed as to be capable of operating in sections as a number of smaller docks. A complete shore plant comprising electric power generating apparatus with air compressor, machine shop, boiler and blacksmith shops and covered construction shed are being built. This dock is to have an overall length on keel block of 604 feet, a clear width of 100 feet and a width over all of 130 feet, capable of accommodating the largest commercial ships on the Pacific Coast.

### THE JOURNAL

50c.

TO JANUARY 1915

## THE CANADIAN BANK OF COMMERCE

CAPITAL, \$15,000,000 REST, \$13,500,000

### DRAFTS ON FOREIGN COUNTRIES

Drafts on the principal cities in the following countries issued without delay:

Africa	Canada	India
Arabia	Danmark	Italy
Argentina Republic	Spain	Japan
Australia	Sweden	Malta
Austria-Hungary	Switzerland	New Zealand
Belgium	Thailand	Peru
Brazil	Germany	Poland
Colombia	Greece	Portugal
Cuba	Holland	San Francisco
Czechoslovakia	Ireland	Spain
China	Italy	Sweden
Croatia	Japan	Switzerland
		United States
		West Indies, etc.

These drafts can be drawn in sterling, francs, marks, lire, kronas, yen, rubles, etc., according to the money of the country in which they are payable. This enables the payee to obtain the exact amount intended.

### MIRROR BRANCH:

T. S. Little, Acting Manager

## Formalin

TWO GRADES

Ordinary 40 p.c. and 15c lb. Absolutely Pure 25c lb. In Quantities of 5 lbs. or over, 20c a lb. for the best

## Flower and Garden Seeds

Full assortment of 1914 Seeds—McKenzie's and Bennis's

### Suggett Bros., Mirror

Drugs Stationery Jewellers

### A Good

## Farm Proposition

201 1-2 acres: 60 acres broken, balance easy to till; 15 acres of good timber; lake front of one mile; 4 1-2 miles from Mirror; 1 1-2 miles from school.

First Class Dwelling House containing 6 rooms; stone foundation and cellar.

Good Frame Barn, Shade, &c. Fenced and cross-fenced. The best of water right at the door. For further particulars address—

BOX 'A,' C/o THE JOURNAL, MIRROR

## Read This!

248 acres at \$25 per acre

One of the finest parcels of land in this district, situated on the shore of beautiful Buffalo Lake. It is the best of land and can all be cultivated. One mile and a half lake front; is six miles from Mirror, and one mile from school. No buildings; two miles of wire fence—3 strands. Land is the immediate neighborhood is held at \$35 an acre. This land will be sacrificed at

### \$25 PER ACRE

\$2500 Cash and terms on the balance to suit the purchaser. For further particulars enquire at: THE MIRROR JOURNAL:

This Is Your Opportunity

The Journal for Job Work









We handle the

# De Laval Separator

And their

## :: Engines The best on the market ::

Also

J. I. Case Cars and Machinery, also Ford Cars

E. E. Estell, Mirror, Alta.

## Base Ball

Monday, May 25th

Erskine vs. Mirror

Mirror Grounds

3.00 P.M. Admission, 25c.

Men and wolves now go about the only game unprotected by law.

We have a large Stock of Pure Home Rendered

# LARD

to clear at

## 15c per lb.

O. K. Meat Market

LAKE STREET

GRAND TRUNK PACIFIC

Victoria

Day

MONDAY, MAY 25th

1914

Fare and One Third for Round Trip

Between all stations on the Grand Trunk Pacific Railway.

GOOD GOING

SATURDAY, MAY 23rd to MONDAY, MAY 25th inclusive

Returning, Wednesday, May 27th, 1914

For Rates, Reservations and full particulars apply to any Grand Trunk Pacific Agent or Train Agent.

W. J. QUINLAN

District Passenger Agent

Winnipeg, Man.

Stores Closed 12 a. m. Thursday  
June, July, August

The following Stores and offices will be closed at 12 o'clock, every Thursday afternoon, during the months of June, July and August:

A. Thomas & Son  
Mirror Cash Store  
McCormack Lumber Co.  
Panckroft & Holland

Duitman & Johnson  
Mirror Hardware Co.  
Imperial Lumber Co.  
The Mirror Journal

## LOCAL AND GENERAL NEWS

A. R. Hopkins has purchased a new automobile from E. E. Estell and will use the machine in connection with his livery business.

Chief engineer and Purser Gibson of the motor boat "Kathleen" returned to his duties last Saturday evening after spending the winter months in England. "Gibby" was a member of the "All Star" baseball team that kicked up its heels on Alex Salmon's ranch one day last summer, and will again be on deck with Jim Brindle during the ensuing summer.

Work on W. J. Kadlec's new hall is proceeding apace and the building looms large on the horizon. It will be a fine hall when completed.

H. J. Reymor, Mirror agent for the Transcontinental Townsite Co. has received word that the Co. has purchased two boats to place on Buffalo Lake. The boats will be shipped at once. The addition of these boats will be quite an acquisition to the number of craft now plying on the Lake.

Frank Tulloch has bought a Suffolk Stallion from Archie Jacques.

The Edmonton Industrial Association are sending a representative to Mirror to talk over the proposition of having a permanent exhibition in Edmonton, to advertise Mirror and district to encourage settlers to locate in this section of sunny Alberta.

At a meeting of the trustees of the Mirror Boat Club, held in the town hall on Friday, 15th inst., tenders for the two skiffs belonging to the club were considered. The highest tenders received were accepted, viz. \$85.00 by Thos. Hider, 16 ft. skiff; and \$30.00 by Chas. Durand, for 14 ft. boat. It was decided to organize a new Boat Club and a meeting for this purpose is called for Friday, May 22nd, (tonight) at 8 p. m., in the town hall. Members of the late Boat Club and all interested are invited to attend.

Mr. Beno, who has been working for C. R. Brewster, consultant for Dr. Meyer this week. The gentleman is suffering from chronic Bright's disease.

The local baseball management has made arrangements to have the first match of the season in Mirror on Monday May 25th. Erskine will furnish the opposition team, and a lively contest may be looked for. The boys are going to give the public good, clean sport and as Monday is a public holiday everybody should turn out and be out for the home team. Game called at 3 p. m.

## BEES FOR ALBERTA

A whole car load of live bees has recently arrived at Clover Bar station on the Grand Trunk Pacific Railway a few miles east of Edmonton, the shipment coming from Sear, Michigan. P. H. Orth, of Clover Bar, who imported the bees, is evidently going into the industry of Bee-keeping on a large scale, and the vegetation of Alberta gives every hope of success. The name Clover Bar itself seems to be an incentive to the cultivation of bees, and Clover Bar Honey, when it makes its appearance on the market, should appeal to the imagination of the Westerner.

The Grand Trunk Pacific handled the car of delicate live stock quite safely, although it was somewhat gingerly the trainmen approached the car. While on route the bees remained quiet in their hives.

The Library Club are arranging for a concert and dance in Cook's Hall, Mirror, on the evening of Friday, June 5th. Local talent will furnish the program. Bills will be issued shortly giving full particulars.

Dr. G. W. Meyer has moved his office from his residence to the building on Lake street, one door west of Mirror Pool Hall.

Max Cook, of Wainwright, Alberta, a brother of T. G. was in Mirror over Sunday.

Miss West, Mc. and Mrs. J. Lynch, and Basil Whyte, were registered at the Imperial on Thursday. Mr. Whyte is connected with the Alberta Industrial Bureau located at Winnipeg, and was here gathering information and also securing photos of the surrounding country.

Mrs. N. R. B. Taylor, of Calgary, visited with Mr. and Mrs. W. D. Cook, and other friends on Saturday last. Mrs. Taylor is well known to many in this neighborhood, having, with Mr. Taylor lived for a number of years on what is now known as the "Taylor place," the Jewell family being the present occupants.

We have received instructions to forward THE JOURNAL to J. N. Mitchell, at Glasgow, Montana, so presume the Mitchell family have removed from Edmonton to that place.

The Rutherford Local of the U. F. A., will hold a picnic at the Earlville Creamery on Wednesday, July 1st. A good programme is being arranged and everybody will be welcome.

Already the excursion season is being touted and announcements made for summer outings and popular resorts. Some people advise a stay at home and a slack up of work for a month or so instead of spending the holiday at a resort. It is, no doubt, good advice, being a great saving on your bank account. The people of Mirror however, are particularly fortunate in that they can do both, i. e., stay at home and enjoy a summer outing on Buffalo Lake. Now is the time to let your out-of-town friends know about the fine body of water situated in proximity to Mirror. Let us be the best for Mirror and Buffalo Lakes.

## GENERAL NEWS

Many of the forest fires attributed to railroads are caused not by sparks from the locomotives, but by cigar and cigarette butts thrown from smoking car windows. It is also said that 132,000 fires were caused by cigar and cigarettes thrown away last year. The cigarette is deadly in more ways than one.

The appointment of Prince Alexander of Teck as governor-general of Canada is hailed on all sides with great satisfaction though the announcement was somewhat of a surprise in view of the reports that had been current for months past associating the name of Prince Arthur with the appointment. Prince Alexander, the queen's favorite brother should prove very popular in the Dominion, and a worthy successor to the Duke of Connaught. Courteous in manner, of dignified bearing and royal to his finger tips, Prince Alexander is described as particularly suited to fill the position of governor-general, while in Princess Alice of Albany, Canadians will find one highly fitted for the important role she will be called upon to play. Prince Alexander has seen considerable active service both in South Africa and in

## AGRICULTURAL IMPLEMENTS

Oliver Plows P. & O. Plows Disc Harrows Seeders Wagons Gasoline Engines Grain Grinders Cream Separators

## Threshing Outfits

A large and well assorted stock of Lubricating Oil, Axle and Transmission Grease. Gasoline and Coal Oil

We also do a little Blacksmithing and Woodworking on the side

J. F. FLEWELLING, MIRROR

Matabele. On service he has never hesitated to "rough it" with the rank and file, to which soldierly characteristics he owes his great popularity among his comrades. For his services he was mentioned in despatches and has received the queen's medal with five clasps as well as distinguished service medals.

Inspector Baytes, of the R.N. W.M.P. force, Regina, has been given a three years' commission to go to the northernmost point of Hudson Bay and find the murderers of Radford and Street, two explorers, who were believed to have been killed by Eskimos two years ago. Baytes will go to Chesterfield Inlet, the farthest point north on the Hudson Bay inhabited by white men, and from there travel thousands of miles through the interior. The trip will be one of the most dangerous and trying ever undertaken by an officer of the mounted police, involving investigations among savage Eskimo tribes, at whose hands the two lost explorers met death.

There are 40,000 known varieties of flies in the world. A single house fly lays 120 eggs in excrement, rotten refuse, etc. The maggots hatch in six or eight hours and the maggots become flies in five or six days. The life cycle of a fly in midsummer is only ten days. So, a single fly may have 120 children, 14,400 grandchildren, 1,728,000 great grandchildren, 207,360,000 great great grandchildren within two months. What the married ones are capable of is too serious to contemplate. The moral is, swat the fly and in the fourth generation you have swatted over 200 million of it.

Hon. J. C. Doherty has given notice to the House of Commons of an act to amend the Canada Temperance Act so that the Scott Act may be enforced in Alberta and Saskatchewan. The act may be enforced in the other provinces of Canada with the exception of British Columbia, where no provision for its enforcement is yet made, at the pleasure of the ratepayers as expressed at the polls. The Scott act permits of county prohibition and is in force in many counties in Canada. Before it could be applied to Alberta or Saskatchewan it would be necessary to create temperance districts as there are no counties in either of these provinces. It is not at all likely that any attempt will be made to pass the act in either of these provinces, however, as the temperance forces of the provinces will fight for provincial prohibition on a general provincial plebiscite.

The following is a write-up of a sparring match from a California paper: "Tommy Burns, fat and bulky as a Chicago madman, thumped a bag of suit known as 'Battling Brant' into submission here last night in four rounds. Brant stopped cold in the middle of the round and holding up his right hand in token of surrender, made the announcement, 'I've had enough.' Burns waddled proudly to his corner and while taking off his gloves stated that

he would like a bout with either Gunboat Smith or Kid Kenneth each of whom has knocked out Arthur Pelkey since the first of the year.

The old-time mother used to wonder where her boy was. Now, according to Abe Martin, she has grown to worry where his mother is.

## MONEY TO LOAN

On improved farms, good locality. Prompt and quick settlement. Apply Investment and Mortgage Department. SHORT, CROSS, BUGAR, SHERIFF & FIELDS, 29-41, Edmonton.

## The Thoroughbred Stallion

"BAIRD" No. 1002 will stand at E. Farley's ranch, 3 miles N. W. of Alt., for the season 1914. Mares taken to pasture. Terms \$15 insured in Foal.

## HOUSE TO RENT

2 Rooms well finished house, good coal, on Francis Avenue.

Mrs. FRANK JESSIE, Mirror, 29-41.

## SADDLE HORSE FOR SALE

Good saddle horse, saddle and bridle for sale. \$80 cash. A snap. Apply to MIRROR JOURNAL, 27-41.

## SAIL BOAT FOR SALE

20-foot sail boat, everything complete, in first class shape. Cheap for cash. For particulars. Apply at THE JOURNAL OFFICE.

## INCUBATOR - ROOSTERS FOR SALE

A 200 egg "Perseus" Incubator, \$15.00 cash; also 4 rose-combed Brown Leghorn roosters, one year old, \$1.00 each. Apply

JAS. BRINDLE, Mirror P. O. 29-41.

## Dr. G. W. Meyer

M. D., C. M. PHYSICIAN AND SURGEON Office in Mackinlay's real estate office, opposite post office. OFFICE HOURS—from 9 to 12 a. m. and 2 p. m. to 5 p. m.

## Dr. CURTIS

Bashaw - Alberta Specialty diseases of Women and Children and Obstetrics. Office at Drug Store, Bashaw.

## MILLINERY

—and— DRESSMAKING Miss B. E. SIMPSON 212-10-11, North, Mirror

## NOTICE

In the matter of the Court of Confirmation of the Tax Enforcement Return of the Village of Mirror, in the Province of Alberta.

TAKE NOTICE that His Honour Judge Lees, Judge of the District Court of the District of Red Deer, by order of date 2nd April, 1914, has appointed Friday, the Twelfth day of June, 1914 at two o'clock (2.30 o'clock) in the afternoon, in the Council Chamber, in the Village of Mirror, in the Province of Alberta, as the time and place for the holding of the Court of Confirmation to confirm the Tax Enforcement return of the Village of Mirror, for arrears of taxes due to said Village, to 31st December, 1913. W. C. GARDINER, Sec.-Treasurer.